

## ORDER



KSDK

<b>Orders</b>	<b>Order / Rev:</b>	<u>699216</u>	
	Alt Order #:	<u>06227697</u>	<b>KSDK</b>
	Product Desc:	<u>AKIN FOR SENATE</u>	
	Estimate:	<u>2465</u>	
	Flight Dates:	<u>07/29/12 - 08/06/12</u>	
	Original Date / Rev:	<u>08/06/12 / 08/06/12</u>	
	Order Type:	<u>Political</u>	
<b>Agency</b>	<b>Name:</b>	<u>Strategic Media Placement LLC</u>	
	Buying Contact:	<u></u>	
	Billing Contact:	<u></u>	
		<u>3946 North Hampton Drive</u>	
		<u>Powell, OH 432065</u>	
		<b>Billing Type:</b>	<u>Cash</u>
		<b>Billing Calendar:</b>	<u>Broadcast</u>
		<b>Billing Cycle:</b>	<u>EOM/EOC</u>
		<b>Agency Commission:</b>	<u>15%</u>
<b>Advertiser</b>	<b>Name:</b>	<u>Akin,T/R/Senate</u>	
	Demographic:	<u>A35+</u>	
	Product Codes:	<u>PL-US Senate</u>	
	Priority:	<u>P-2</u>	
	Revenue Codes:	<u>AGY, GEN, POL</u>	
		<b>New Business Thru:</b>	<u></u>
		<b>Order Separation:</b>	<u>00:15:00</u>
		<b>Advertiser External ID:</b>	<u></u>
		<b>Agency External ID:</b>	<u></u>

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
06/25/12	07/29/12	5	\$6,600.00	\$5,610.00	July 2012	5	\$6,600.00	\$5,610.00	0.00
07/30/12	08/06/12	53	\$70,250.00	\$59,712.50	August 2012	53	\$70,250.00	\$59,712.50	0.00
					Totals	58	\$76,850.00	\$65,322.50	0.00

## Totals

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie	Seattle	North West	Start Of Order - End Of Order	100%

Kristin Wackie Start of Order End of Order 100%

Order Share	Share	Total
KSDK	69%	\$76,850.00
Market	100%	\$111,376.81

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	2%	\$2,227.54
KETC	0%	\$0.00
KMOV	15%	\$16,706.52
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	14%	\$15,592.75
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	07/30/12	08/03/12	M-F	6-7A 6-7a	CM	6-7A		MTWTF--	:30	5	\$400.00	P-3	0.00	NM	4	\$2,000.00
<hr/>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 07/30/12		08/05/12		MTWTF--		5	\$400.00										
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSDK	07/30/12-08/05/12		M-F 6-7A		6-7A			MTWThF----	:30	(\$400.00)	0.00	NM				

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 Flight Dates: 07/29/12 - 08/06/12

Advertiser: Akin,T/R/Senate  
 Product Desc: AKIN FOR SENATE  
 Estimate: 2465

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	07/30/12	08/03/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	4	\$2,000.00
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>															
Week: 07/30/12 08/05/12 MTWTF-- 5 \$400.00 0.00															
<b>Spot</b>	<b>Ch</b>	<b>Date Range</b>	<b>Description</b>			<b>Start/End Time</b>			<b>Weekdays</b>	<b>Length</b>	<b>Rate</b>	<b>Rtg</b>	<b>Type</b>		
See MG 1.6,1.7,1.8,1.9 [Rais e to Rate Section 2: \$600]															
2	KSDK	07/30/12-08/05/12	M-F 6-7A			6-7A			MTWThF----	:30	(\$400.00)	0.00	NM		
See MG 1.6,1.7,1.8,1.9 [Rais e to Rate Section 2: \$600]															
3	KSDK	07/30/12-08/05/12	M-F 6-7A			6-7A			MTWThF----	:30	(\$400.00)	0.00	NM		
See MG 1.6,1.7,1.8,1.9 [Rais e to Rate Section 2: \$600]															
4	KSDK	07/30/12-08/05/12	M-F 6-7A			6-7A			MTWThF----	:30	(\$400.00)	0.00	NM		
See MG 1.6,1.7,1.8,1.9 [Rais e to Rate Section 2: \$600]															
5	KSDK	07/30/12-08/05/12	M-F 6-7A			6-7A			MTWThF----	:30	(\$400.00)	0.00	NM		
See MG 1.6,1.7,1.8,1.9 [Rais e to Rate Section 2: \$600]															
6	KSDK	07/30/12-08/03/12	M-F 6-7A			6-7A			MTWThF----	:30	\$600.00	0.00	NM		
Ⓜ MG for 1.4,1.5,1.2,1.3,1.1 [n/a]															
7	KSDK	07/30/12-08/03/12	M-F 6-7A			6-7A			MTWThF----	:30	\$600.00	0.00	NM		
Ⓜ MG for 1.4,1.5,1.2,1.3,1.1 [n/a]															
8	KSDK	08/04/12-08/04/12	Sat 5p			5-530P			-----Sa--	:30	\$400.00	0.00	NM		
Ⓜ MG for 1.4,1.5,1.2,1.3,1.1 [n/a]															
9	KSDK	08/04/12-08/04/12	Sat 6p			6-630P			-----Sa--	:30	\$400.00	0.00	NM		
Ⓜ MG for 1.4,1.5,1.2,1.3,1.1 [n/a]															
2	KSDK	08/06/12	08/06/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
<b>RATE REVISION</b>															
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>															
Week: 08/06/12 08/12/12 M----- 1 \$600.00 0.00															
3	KSDK	07/30/12	08/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF---	:30	4	\$800.00	P-3	0.00	NM	3	\$3,200.00
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>															
Week: 07/30/12 08/05/12 MTWTF-- 4 \$800.00 0.00															
<b>Spot</b>	<b>Ch</b>	<b>Date Range</b>	<b>Description</b>			<b>Start/End Time</b>			<b>Weekdays</b>	<b>Length</b>	<b>Rate</b>	<b>Rtg</b>	<b>Type</b>		
1 KSDK 07/30/12-08/05/12 M-F 5P News See MG 3.5,3.6 [must offer Rate Section 2 - \$1200 to clear.]															
2	KSDK	07/30/12-08/05/12	M-F 5P News			5-530P			MTWTh-----	:30	(\$800.00)	0.00	NM		
See MG 3.5,3.6 [Offer RS 2 \$1200 please - to clear]															
4	KSDK	07/30/12-08/05/12	M-F 5P News			5-530P			MTWTh-----	:30	(\$800.00)	0.00	NM		
See MG 3.5,3.6 [Offer RS 2 \$1200 please - to clear]															
5	KSDK	07/31/12-08/02/12	M-F 5P News			5-530P			-TWTh-----	:30	\$1,200.00	0.00	NM		
Ⓜ MG for 3.2,3.1,3.4 [revised rate]															
6	KSDK	07/31/12-08/02/12	M-F 5P News			5-530P			-TWTh-----	:30	\$1,200.00	0.00	NM		
Ⓜ MG for 3.2,3.1,3.4 [revised rate]															
4	KSDK	08/06/12	08/06/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>															
Week: 08/06/12 08/12/12 M----- 1 \$800.00 0.00															
5	KSDK	07/30/12	08/03/12		CM	6-630P	MTWTF--	:30	6	\$850.00	P-3	0.00	NM	5	\$5,050.00

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N 7	KSDK	07/30/12	08/05/12	Olympics Zone Olympics Zone	CM	Olympics Zone	MTWT- SS	:30	6	\$2,250.00	P-2	0.00	NM	10	\$13,200.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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[double spotted on 8/1 NA]</p> </td></tr> <tr> <td>6</td><td>KSDK</td><td>07/30/12-08/05/12</td><td>Olympics Zone</td><td>Olympics Zone</td><td>MTWTh- SaSu</td><td>:30</td><td>(\$2,250.00)</td><td>0.00</td><td>NM</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td colspan="15"> <p>See MG 7.7    [PROGRAM DOESN'T AIR ON SUN 8/5]</p> </td></tr> <tr> <td>7</td><td>KSDK</td><td>08/03/12-08/03/12</td><td>Olympics Zone</td><td>Olympics Zone</td><td>-----F----</td><td>:30</td><td>\$2,250.00</td><td>0.00</td><td>NM</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td colspan="15"> <p>Ⓜ MG for 7.6 08/05    [n/a]</p> </td></tr> <tr> <td>8</td><td>KSDK</td><td>08/01/12-08/03/12</td><td>M-F 430-5p</td><td>430-5p</td><td>--WThF----</td><td>:30</td><td>\$500.00</td><td>0.00</td><td>NM</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td colspan="15"> <p>Ⓜ MG for 7.4 08/01    [n/a]</p> </td></tr> <tr> <td>9</td><td>KSDK</td><td>08/01/12-08/03/12</td><td>M-F 430-5p</td><td>430-5p</td><td>--WThF----</td><td>:30</td><td>\$500.00</td><td>0.00</td><td>NM</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td colspan="15"> <p>Ⓜ MG for 7.4 08/01    [n/a]</p> </td></tr> <tr> <td>10</td><td>KSDK</td><td>08/01/12-08/03/12</td><td>M-F 430-5p</td><td>430-5p</td><td>--WThF----</td><td>:30</td><td>(\$500.00)</td><td>0.00</td><td>NM</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td colspan="15"> <p>Ⓜ See MG 7.13    [Did not Air- Glendale Police Deparment news conference]</p> </td></tr> <tr> <td>11</td><td>KSDK</td><td>08/01/12-08/03/12</td><td>M-F 5-6A</td><td>5-6A</td><td>--WThF----</td><td>:30</td><td>\$375.00</td><td>0.00</td><td>NM</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td colspan="15"> <p>Ⓜ MG for 7.4 08/01    [n/a]</p> </td></tr> <tr> <td>12</td><td>KSDK</td><td>08/01/12-08/03/12</td><td>Olympics Overnight</td><td>Olympics Overnig</td><td>--WThF----</td><td>:30</td><td>\$75.00</td><td>0.00</td><td>NM</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td colspan="15"> <p>Ⓜ MG for 7.4 08/01    [n/a]</p> </td></tr> <tr> <td>13</td><td>KSDK</td><td>08/06/12-08/06/12</td><td>M-F 430-5p</td><td>430-5p</td><td>M-----</td><td>:30</td><td>\$500.00</td><td>0.00</td><td>NM</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td colspan="15"> <p>Ⓜ MG for 7.10 08/03    [n/a]</p> </td></tr> <tr> <td>8</td><td>KSDK</td><td>08/06/12</td><td>08/06/12</td><td>Olympics Zone Olympics Zone</td><td>CM</td><td>Olympics Zone</td><td>M-----</td><td>:30</td><td>1</td><td>\$2,250.00</td><td>P-2</td><td>0.00</td><td>NM</td><td>1</td><td>\$2,250.00</td></tr> <tr> <td colspan="15"> <table> <tr> <td><u>Start Date</u></td><td><u>End 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07/23/12</td><td>07/29/12</td><td>-----S</td><td>1</td><td>\$1,800.00</td><td>0.00</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </table> </td></tr> <tr> <td>10</td><td>KSDK</td><td>07/30/12</td><td>08/05/12</td><td>Olympic Late News Olympics Late News</td><td>CM</td><td>Various</td><td>MTWTFSS</td><td>:30</td><td>7</td><td>\$1,800.00</td><td>P-2</td><td>0.00</td><td>NM</td><td>7</td><td>\$12,600.00</td></tr> <tr> <td colspan="15"> <table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td>Week: 07/30/12</td><td>08/05/12</td><td>MTWTFSS</td><td>7</td><td>\$1,800.00</td><td>0.00</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </table> </td></tr> <tr> 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Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										Week: 07/30/12	08/05/12	MTWT- SS	6	\$2,250.00	0.00										<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						4	KSDK	07/30/12-08/05/12	Olympics Zone	Olympics Zone	MTWTh- SaSu	:30	(\$2,250.00)	0.00	NM						<p>See MG 7.8,7.9,7.10,7.11,7.12    [double spotted on 8/1 NA]</p>															6	KSDK	07/30/12-08/05/12	Olympics Zone	Olympics Zone	MTWTh- SaSu	:30	(\$2,250.00)	0.00	NM						<p>See MG 7.7    [PROGRAM DOESN'T AIR ON SUN 8/5]</p>															7	KSDK	08/03/12-08/03/12	Olympics Zone	Olympics Zone	-----F----	:30	\$2,250.00	0.00	NM						<p>Ⓜ MG for 7.6 08/05    [n/a]</p>															8	KSDK	08/01/12-08/03/12	M-F 430-5p	430-5p	--WThF----	:30	\$500.00	0.00	NM						<p>Ⓜ MG for 7.4 08/01    [n/a]</p>															9	KSDK	08/01/12-08/03/12	M-F 430-5p	430-5p	--WThF----	:30	\$500.00	0.00	NM						<p>Ⓜ MG for 7.4 08/01  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Order / Rev: 699216  
Alt Order #: 06227697  
Flight Dates: 07/29/12 - 08/06/12

Advertiser: Akin,T/R/Senate  
Product Desc: AKIN FOR SENATE  
Estimate: 2465

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